APPENDIX A

This Appendix contains a clean copy of the Abstract including the amendments thereto:

ABSTRACT OF THE DISCLOSURE

A computer program for strategic planning and optimization allows a user to model an enterprise to visualize an effect of a strategic constraint on a primary goal of the enterprise. The primary goal is represented by a primary objective function which, in turn, depends upon a set of operational variables. The strategic constraint is represented by a constraint function that depends upon a subset of the operational variables. An effective objective function is constructed by combining the primary objective function and the constraint function, and the effective objective function is optimized over a range of target values for the constraint function. An outcome of the primary objective function is determined for each target value, and a graphical view of the outcome for each of the target values is presented. The graphical view provides a visualization of the effect of the strategic constraint on the primary goal for managing the enterprise.

APPENDIX B

This Appendix contains a marked up copy of the Abstract depicting the amendments thereto:

ABSTRACT OF THE DISCLOSURE

A ~~software method~~ computer program for ~~controlling the optimization of a planning model that uses historical sales data to predicts optimal prices and similar factors for meeting a number of business goals. Unlike previous systems that allow a user to model prices and other factors based on physical constraints, the present invention allows the optimization to occur against the background of one or more strategic objectives. Such objectives, such a price image, are not set by physical constraints but instead are imposed by the user with the notion that they will provide a strategic and ultimately an economic advantage. The system allows the analysis of the costs and benefits of such management imposed strategic objectives~~ strategic planning and optimization allows a user to model an enterprise to visualize an effect of a strategic constraint on a primary goal of the enterprise. The primary goal is represented by a primary objective function which, in turn, depends upon a set of operational variables. The strategic constraint is represented by a constraint function that depends upon a subset of the operational variables. An effective objective function is constructed by combining the primary objective function and the constraint function, and the effective objective function is optimized over a range of target values for the constraint function. An outcome of the primary objective function is determined for each target value, and a graphical view of the outcome for each of the target values is presented. The graphical view provides a visualization of the effect of the strategic constraint on the primary goal for managing the enterprise.